

ORDER

Orders
Order / Rev: 170403
Alt Order #: 06397248
Product Desc: NRA
Estimate: 3474
Flight Dates: 10/29/12 - 11/05/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: American Media Advocacy Group
Buying Contact: Ben Angle
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/NRA
Demographic: M35-64
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	8	\$13,600.00	\$11,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	8	\$13,600.00	\$11,560.00	0.00
Totals	8	\$13,600.00	\$11,560.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	5%	\$13,600.00
Market	100%	\$272,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	8%	\$21,760.00
WITI	19%	\$51,680.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	68%	\$184,960.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/02/12	11/02/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1				\$600.00		0.00			
E 2	WDJT	10/29/12	11/05/12	Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$600.00		0.00			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/29/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1		\$600.00			0.00			
E 3	WDJT	11/03/12	11/03/12	SEC Prime Game SEC Prime Game 7p-10p	SPRT	7p-10p -----1-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1		\$2,000.00			0.00			
E 4	WDJT	11/04/12	11/04/12	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Re-----1	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$8,000.00			0.00			
E 5	WDJT	11/01/12	11/01/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p ---1---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1		\$600.00			0.00			
E 6	WDJT	10/30/12	10/30/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1		\$600.00			0.00			
E 7	WDJT	10/31/12	10/31/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p --1----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1		\$600.00			0.00			
												Totals	8	\$13,600.00